

media release

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FOR IMMEDIATE RELEASE

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Sunflower Assessment Referendum Public Meeting

LAKEWOOD, Colo. – The Colorado Department of Agriculture is seeking public comment per the request of the Colorado Sunflower Administrative Committee as they are seeking approval for an increase in their assessment. Currently, the sunflower assessment is set at 3 cents per hundredweight; the proposed new rate will increase the assessment to 6 cents per hundredweight.

The goal of a marketing order is to establish and expand the market as well as create and maintain that product as a viable crop in Colorado. The current assessment rate has been in effect since the Sunflower Administrative Committee was established in 2001. If passed, the increase is set to be invested in sunflower research projects that will discover yield improvement strategies such as disease and insect management, improved hybrid testing strategies, and quality improvement to both oil and confection type sunflower.

The meeting will be held at the Burlington Community Center, Room A, located at 340 S. 14th Street in Burlington, CO 80807 at 4:30 p.m. on Tuesday, February 4, 2014.

Written comments may also be submitted via e-mail to markets@state.co.us or mailed to Casey Palmer at the Colorado Department of Agriculture, 700 Kipling Street, Suite 4000, Lakewood, CO 80215. All comments must be received no later than Friday, February 7, 2014 at 5 p.m.

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